

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

December 29, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

JUNE: DORAL B1G1F PROMOTION #800432

Dear Paul:

990 ~~20~~ Doral B1G1F pre-sleeved product has been ordered (see quantities listed below), as well as ~~20~~ SKUs of Displays (item #541865) to pack and ship this promotion to your participating retail accounts.

PRODUCT ARRIVAL DATE: MAY 18, 1998

PO Number	Product / State	#/Cases Per Style				\$ Amount
		MEN LT 100	ULT LT 100	LT BX 100	FF BX 100	
	UPC Code 12300-	25363	25365	25370	25369	
ER3370-01	B1G1F / CT	1	1	1	1	316.21
ER3371-01	B1G1F / MA	2	2	2	2	320.41
ER3372-01	B1G1F / NJ	9	9	9	9	1,225.83
ER3373-01	B1G1F / NY	20	20	20	20	5,604.07
ER3374-01	B1G1F / PA	1	1	1	1	430.21
	TOTALS	33	33	33	33	\$7,896.73

PARTNERS 'BONUS' REPORTING DESCRIPTION

'DOR JUN B1G1F'

PO NUMBER/ Displays: ER3361-01

8124-0020

Shipper Displays Arrival @ McLane NE: May 18, 1998

Ship Date to Retail: Week of June 15, 1998

DISPLAY DETAIL (#541865)

EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.

EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS

EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

SKU CUBE:

0.4955

SKU WT (w/o Product):

1.1000 lbs

Retail Sales Offer per Sku:

20 Offers

Billing per Sku:

2 Savings Cartons

51852 8703

PROMOTION DESCRIPTION: SEE ENCLOSED '*WHOLESALE PACKING INSTRUCTIONS*'.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT
NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

DISPLAY LOAD:

* 4 CARTONS: ONE CARTON EACH STYLE: DORAL LT / LT 100 / LT MEN 100 / FF 100
(A '*RETAILER PROMOTIONAL PACKING EXPLANATION SHEET*' IS INCLUDED IN EACH DISPLAY)

RJR will reimburse you \$4.90 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$646.80 (132 (6M) cases @ \$4.90).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc

cc: L. E. MacWilliams
cc: R. Donahue / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

ROUs: 1110 / 1210 / 1310 / 1710 / 6710
Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.